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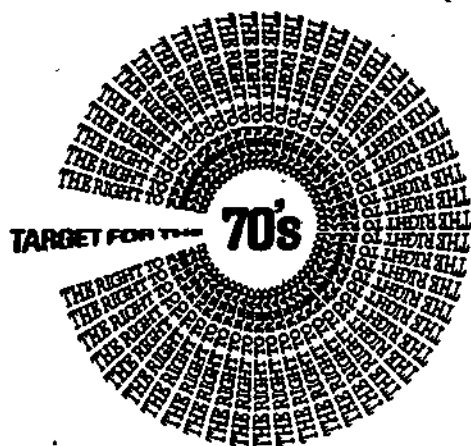
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ABSTRACT

The major goal of the Right-to-Read program is to increase functional literacy so that, by 1980, 99% of the people in the United States who are under 16 years of age and 90% of those over 16 will be sufficiently competent as readers to function effectively as adults. This booklet suggests ways in which groups and organizations can initiate and support a special Right-to-Read program. The six sections of the booklet are devoted to advice for business and industry, community groups and organizations, educational institutions, local services and agencies, national organizations and associations, and recreational organizations and associations. (JM)

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THE RIGHT-TO-READ PROGRAM

Right To Read is a federally sponsored reading improvement program authorized under Title VII, National Reading Improvement Program, Education Amendments of 1974 (Public Law 93-380). The program is a coordinated national endeavor involving all segments of society--public and private, professional and nonprofessional--to ensure that by the next decade no American shall be denied a full and productive life because of an inability to read effectively.

The national Right-To-Read Office, which is located in the U.S. Office of Education, is designed to:

- # stimulate national attention to reading needs
- # determine what changes are required to alleviate reading problems
- # identify existing resources, both public and private, which can be brought to bear on the problems
- # initiate innovative and effective reading programs with all types of agencies and institutions that can contribute to the elimination of illiteracy in this country
- # demonstrate, through the establishment of reading programs, effective techniques for the elimination of reading deficiencies and thereby increase reading competencies.

RIGHT TO READ's major goal is to increase functional literacy and, in particular, to see to it that, by 1980, 99 percent of the people in the United States who are under 16 years of age and 90 percent of those over 16 will possess and use the reading competencies which an individual must have to function effectively as an adult.

For further information write to:

Right-To-Read Program
U.S. Office of Education
Room 2131
400 Maryland Avenue, S.W.
Washington, D.C. 20202

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PREFATORY NOTE

This booklet describes suggested ways in which you and your particular organization can become involved in our National Right-To-Read Campaign by initiating or supporting a special Right-To-Read Summer Program. We earnestly request that you carry out as many of these activities as you can.

We hope you will read all the sections of this brochure, as well as the one that applies especially to you. In these other sections you may find suggestions that are also useful.

We hope, too, that you will send us your ideas so that we may share them with others who, like you, feel that all Americans have the Right to Read.

Ruth Love Holloway
Director
Right To Read Effort
U.S. Office of Education

BUSINESS AND INDUSTRY

BUSINESS AND INDUSTRY

Business and industry have a very definite role to play in the Right-To-Read Summer Program because they have a stake in the ongoing overall national Right-To-Read Effort. Not only do they have the resources to help with the national reading problem, but they are also the most likely to benefit from progress toward its solution.

- # One of the best ways your firm can draw attention to the Right-To-Read Summer Program is to publicize your concern in company newsletters and in the community about the literacy problem in the United States;
- # Then establish your commitment to help overcome the problem by starting your own Right-To-Read Summer Program. A summer program will not only focus attention on your reading campaign but will enable you to try out ideas and activities on a short-term basis to see whether they can be implemented for the long term.

Your summer program can take various forms. For example:

1. You can endorse, encourage, and/or participate in the summer reading programs established by other organizations, institutions, and local service agencies in the community in which your firm is located.

You can do this by:

PROVIDING FUNDS. You can provide money for the following: advertising brochures and special reading materials; books; special projects (such as a reading center); special events (such as field trips); refreshments and prizes for events recognizing volunteer services; scholarships to train volunteers to teach reading courses or enable promising students to go to summer school; salaries or money for volunteers' expenses; etc.

PROVIDING MANPOWER. You can ask your employees to serve as volunteers, either by joining a special volunteer corps or serving on a more informal basis. They might contribute their own free time or you might give them time off with pay (from a few hours a week to the full time of the summer program). Here are the kinds of jobs they might do depending on their qualifications, skills, and interests: man reading centers; assist groups in tutoring and reading stories; organize special projects and events (a book fair, for example); take books to shut-ins; escort groups

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can ask your employees to serve as volunteers, either by joining a formal program or serving on a more informal basis. They might contribute their own time or give them time off with pay (from a few hours a week to the full time of the day). They are the kinds of jobs they might do depending on their qualifications, such as: run reading centers; assist groups in tutoring and reading stories; organize events (a book fair, for example); take books to shut-ins; escort groups to the

local library; type and do clerical work; talk to groups on subjects in which they have expertise or a special interest; help train volunteers; write and distribute materials about reading. They could relate to Right To Read as industry sponsored reading academies.

Here's another idea: You can assign a member of your firm (perhaps in public relations) to be the liaison between your volunteers and the community. This person could also be your representative on the Community Summer Right-To-Read Committee. (See next section, "Community Groups and Organizations.")

PROVIDING RESOURCES. The nature of your firm's contribution will depend on your type of business. However, most firms can make their office facilities available (perhaps 1 evening a week when the facilities are not in use) for such necessities as typing, duplicating, and telephoning. If you produce such products as books, games, office materials, items suitable for prizes, or refreshments, you could donate them. Perhaps, also, you can make available your special expertise or technical skills. Your public relations people might help in promotions, in raising funds, and in developing brochures. Your artists can advise on posters and displays; your writers can create special material for distribution. You can also provide such facilities as rooms for classes, a reading or book center, a summer branch of the local library, an auditorium, a meeting room, or a cafeteria for special events.

2. You can organize your own Community Summer Right-To-Read Program. You can organize the same kinds of projects, programs, and special events suggested in other parts of this brochure for various community groups. For example, you can:
 - # Hold meetings for your employees to get them enthusiastic about the program, explain ways they can become involved, solicit their suggestions and ideas.
 - # Publicize your summer program by developing a pamphlet. Contact the media, local organizations, libraries, schools, and other businesses. Have a special kick-off meeting.
 - # Organize a Reading Center or set up a Book Center (these are defined below) in a vacant room or hallway.
 - # Put on a book fair or organize book exchanges.

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or organize book exchanges.

- # Sponsor a book drive and/or a campaign to get books into the hands of people.
 - # Seek out and "adopt" a local group that needs reading help.
 - # Provide reading or reading-related courses.
 - # Organize reading and book clubs.
 - # Provide training sessions.
 - # Organize competitions; for example, quizzes and spelling bees, a contest to determine who can read the most stories or write the best story on a given subject (perhaps related to what your firm does). Prizes would go to the winners.
 - # Offer special programs -- poetry readings, plays, puppet shows.
 - # Conduct guided tours of your facilities, especially of departments where reading and writing skills are stressed.
 - # Distribute free booklets, especially prepared for children, which describe the services you render and products you produce, and provide information on subjects related to the business of your firm. For example, a pharmaceutical firm could produce a booklet on health care, personal hygiene, or diet. A bank might do a booklet on family budgeting.
 - # Sponsor seminars and symposiums for your fellow business and industrial leaders to familiarize them with the serious reading crisis facing America and its effect on the business community. Get their involvement in the campaign to help overcome the crisis. Explain ways they can set up their own Right-To-Read Program, beginning with a pilot program.
3. You can organize a Summer Right-To-Read Program to benefit your own employees. Many of the projects, programs, and special events mentioned above can be incorporated into a summer reading program for your employees. Some suggestions:
- # Set up an **EMPLOYEE SUMMER RIGHT-TO-READ COMMITTEE** made up of employees at all levels. Have the committee solicit the ideas of all employees by sending out questionnaires.

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and by setting up suggestion boxes to obtain ideas as to what they would like, what they feel they need, the ways they could volunteer, and so forth. Have representatives of the committee visit other firms and local organizations to see what they are doing in reading and setting up summer reading programs. By involving employees at all levels you will create an interest in your program throughout the firm and make sure that it will fulfill their needs.

- # Set up a **READING CENTER**. This should be a quiet, comfortable, and attractive place (a separate room if possible, but easily accessible) for employees to sit and read in their free time and from which they can take out books. Stock the center with books, magazines, and newspapers geared to all the reading levels and interests of your employees. Publications would be on sports, hobbies, do-it-yourself projects; on subjects related to work; and, most important, on leisure-time reading, such as fiction, biographies, and travel books. Have bulletin boards with suggested reading lists and a "New Books Received" or "Current Best Sellers" shelf. Have the center open before and after hours (all evening if possible) and man it with employee volunteers at peak hours.
- # Set up a **BOOK CENTER**. In contrast to the Reading Center, the Book Center should be the hub of things - in the reception room or in a busy hall or corridor. Here books can be exchanged, sold, given away, or lent.
- # Sponsor a **BOOK DRIVE** to stock your center. Books would be contributed by your employees, the community, publishers, and book stores.
- # Put up a **BULLETIN BOARD**. This would provide information about your summer program and community reading programs, and related activities.
- # Develop a special in-house **SUMMER NEWSLETTER** containing information similar to that posted on the bulletin boards, plus stories, comics, and cartoons for summer reading (some the work of employees, if possible). The newsletter could also contain suggestions for improving reading skill and appreciation, and articles about employees' vacation and summer trips.
- # Organize special **PROGRAMS**. These can be conducted during lunch hours or after work. For example, you can call in outside speakers, or have employees arrange for panel discussions.

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READING CENTER. This should be a quiet, comfortable, and attractive place (a room if possible, but easily accessible) for employees to sit and read in their free time and from which they can take out books. Stock the center with books, magazines, newspapers geared to all the reading levels and interests of your employees. These selections would be on sports, hobbies, do-it-yourself projects; on subjects related to work, and, most important, on leisure-time reading, such as fiction, biographies, and non-fiction books. Have bulletin boards with suggested reading lists and a "New Books" or "Current Best Sellers" shelf. Have the center open before and after work hours (if possible) and man it with employee volunteers at peak hours.

BOOK CENTER. In contrast to the Reading Center, the Book Center should be in a high-traffic area of things - in the reception room or in a busy hall or corridor. Here books can be displayed, sold, given away, or lent.

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- # Organize special EVENTS, such as book fairs, trips, and competitions. Another idea is to have an evening at a movie, with copies provided of the book it was based on.
- # Introduce special READING PRIVILEGES AND AWARDS. Some examples: an extended lunch hour (a week or at regular intervals during the summer) to check books out of the firm's reading center or the local library; an increase in salary or bonus or extra vacation days for completing reading courses; prizes and certificates for winning competitions; participating in a summer program.
- # Set up informal CLUBS; for instance, a Book-of-the-Week Club to discuss current books; a club to put on plays or write plays from stories; a creative writing club.
- # Offer your own READING AND LITERACY COURSES. There are a wide variety of courses you can offer, but they will depend on the needs and interests of your employees, the resources and funds at your disposal, and the personnel and facilities available. For example:

- READING COURSES
- Basic reading skills
 - Developmental reading to improve reading and comprehension
 - Remedial reading to overcome special reading problems
 - Enrichment reading to increase enjoyment of reading and appreciation of books
 - Assistance for parents to help their children improve their reading skills and to increase their interest in books

- OTHER BASIC SKILLS COURSES
- Writing
 - Communications skills for development of listening and speaking skills
 - Problem-solving techniques
 - Interpersonal relations

- GENERAL KNOWLEDGE COURSES
- Occupational knowledge
 - Consumer economics
 - Health
 - Community resources
 - Government and law
 - Transportation

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 - Developmental reading to improve reading and comprehension
 - Remedial reading to overcome special reading problems
 - Enrichment reading to increase enjoyment of reading and appreciation of books
 - Assistance for parents to help their children improve their reading skills and to increase their interest in books

- SKILLS COURSES**
- Writing
 - Communications skills for development of listening and speaking skills
 - Problem-solving techniques
 - Interpersonal relations

- KNOWLEDGE COURSES**
- Occupational knowledge
 - Consumer economics
 - Health
 - Community resources
 - Government and law
 - Transportation

These courses can be part of an informal summer educational program or can be offered in a more program by organizing a special SUMMER ACADEMY. A summer academy would focus attention on a first reading campaign; would provide a program short enough for the participants to achieve course goals before losing interest; and would provide a trial basis for the establishment of a permanent academy at a later date.

The summer academy would be organized on a basis similar to that of the summer program of any educational institution in that employees would have to officially enroll and be subject to evaluation. However, instead of receiving the usual "credit," they might receive special recognition (in the form of certificates, prizes, etc.) or a reward (such as a bonus or increase in salary, extra vacation time, or the prospect of a better job).

Setting up the summer academy would involve the same procedures and guidelines as those for setting up permanent reading academies. These include the following: making a survey of the needs of your employees; developing a specific program with special materials to fit those needs; acquiring a properly trained staff to teach the courses (described in detail in the "blue booklet" published by the Office of Education's/Right-To-Read Office and available on request). Organization of such an academy can be accomplished by members of your firm if they have the appropriate experience or (if they lack experience) by a consultant.

SUGGESTIONS FOR SPECIFIC ORGANIZATIONS

Merchandisers and firms in direct contact with the public (supermarkets, stores, banks, etc.)

- # Set up a SUMMER RIGHT-TO-READ BOOTH to give out information and such materials as pamphlets you might prepare on "How You Can Help in the National Reading Campaign" and "Where To Go This Summer To Improve Your Reading." These pamphlets would give a list of community groups offering summer reading programs or courses and lists of books for summer reading. In addition, they would attempt to enroll people in local summer reading programs and courses and would issue library cards through an arrangement with the local library.
- # Set up a BOOKSTAND or BOOK CENTER to give away or exchange books, or sell them at a discount. Place the stand or center in a convenient, easily accessible place and decorate it attractively.
- # Set up a READING CENTER or a summer branch of the local library if you have a spare room and volunteers to man it. Make it comfortable for quiet reading and stock it with maga-

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ORGANIZATIONS

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zines and newspapers as well as with books, making sure they are on subjects of interest to your clients and in accord with their reading levels.

- # **Organize BOOK EXHIBITS.** Have displays of books suitable for summer reading, books to improve reading skills, and books for parents on how to help their children improve their reading skills and increase their interest in reading.
- # **Organize a BOOK DRIVE** to stock your center, stand, and/or exhibit. Ask publishers, stores, other local businesses, and members of the community to donate books or contribute funds to purchase books.
- # **Put on READING PROGRAMS.** Have a Right-To-Read Day or Week when you give out Right-to-Read pamphlets or other materials published by the Educational Resources Information Center (ERIC), National Institute of Education, Office of Dissemination and Resources, Washington, D.C. 20208, and the International Reading Association (IRA), 800 Barksdale Road, Newark, Delaware, 19711; for example, "What Is Reading Readiness?" and "How Can I Get My Teenager To Read?" Distribute bumper stickers and have special displays either in store window or a central area of your facility. As a start, a department store or a clothing store could have window displays depicting scenes and fashions from a well-known or current book. Another idea is to have a Book-of-the-Week sale when you sell a book (an encyclopedia, for example) at a discount. The first week you might sell Volume A, the next week Volume B, and so on. Sponsor a TV quiz show such as "It's Academic" or an educational program.
- # **Present special PROGRAMS** -- a puppet show, an author speaking about his latest book and autographing copies of it, or a competition (you might award a prize for the best illustration of a book).
- # **Sponsor READING CLASSES.** Set up classes in your business (if you have the facilities) find volunteers to teach classes being given in the community, or contribute funds to finance them.
- # **Sponsor READING CLUBS.** Hold informal meetings to discuss books and other reading materials or contribute funds to other local reading clubs.
- # **Set up a DAY CARE CENTER.** Set aside an area where volunteers can read stories to, and reading-related games with, youngsters while their parents conduct their business.

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EXHIBITS. Have displays of books suitable for summer reading, books on how to improve reading skills, and books for parents on how to help their children improve reading skills and increase their interest in reading.

BOOK DRIVE to stock your center; stand, and/or exhibit. Ask publishers, bookstores, local businesses, and members of the community to donate books or contribute to the purchase of books.

READING PROGRAMS. Have a Right-To-Read Day or Week when you give out Right-To-Read materials published by the Educational Resources Information Center, National Institute of Education, Office of Dissemination and Resources, Washington, D.C.; and the International Reading Association (IRA), 800 Barksdale Road, Newark, N.J.; for example, "What Is Reading Readiness?" and "How Can I Get My Teenagers to Read?" Distribute bumper stickers and have special displays either in-store windows or outside your area of your facility. As a start, a department store or a clothing store window displays depicting scenes and fashions from a well-known or current movie. Another idea is to have a Book-of-the-Week sale when you sell a book (an encyclopedia, for example) at a discount. The first week you might sell Volume A, the next, Volume B, and so on. Sponsor a TV quiz show such as "It's Academic" or an educational

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READING CLUBS. Hold informal meetings to discuss books and other reading materials and contribute funds to other local reading clubs.

READING CENTER. Set aside an area where volunteers can read stories to, or play games with, youngsters while their parents conduct their business.

Distribute FREE BOOKLETS or KITS for children and/or adults which describe your business, its work and/or products, and job opportunities, and which provide information on related subjects. Here are some ideas: Supermarkets can distribute games for pre-readers on the they sell (for example, matching the picture with the word) as well as booklets for parents on diets and recipes. Drug stores can distribute information on health care and personal hygiene. Banks might prepare booklets on family budgeting and finances.

Sponsor a SEMINAR or CONFERENCE for local businesses so that you can coordinate your efforts. For example, decide on a certain day or week when each one will promote reading.

Businesses connected with travel and vacation (airlines, railroads, bus companies, gas stations, motels and resorts, etc.)

Because you have constant contact with the public and deal with them during their leisure time, you can have a very effective Right-To-Read Summer Program. Many of the suggestions listed above under "Merchandisers" can be incorporated into your summer program, particularly the distribution of reading or reading-related materials. These materials can take the form of books, pamphlets, or kits. For example:

Family Travel Kits: containing quizzes and word puzzles, games based on road signs, story books, information about the section of the country being visited, and so on.

"Stories To Travel With" Books: stories with questions (or reading comprehension workbooks). The family reads the stories as they travel during the day or rest in the evening, then sees who can answer the questions.

Pre-Readers Kit: consisting of cut-outs, pictures to color, alphabets, picture stories, and Mother Goose books, games, etc.

Word Game Kits: devoted to spelling, crosswords, puzzles, etc.

Booklets: containing lists of books on the history of the area being visited; or a booklet about the history itself.

In addition: books for parents on how they can help improve their children's reading during the summer, books on vacation activities which will stimulate reading, such as trips to museums and historical monuments.

BOOKLETS or KITS for children and/or adults which describe your business, products, and job opportunities, and which provide information on related areas. Here are some ideas: Supermarkets can distribute games for pre-readers on the foods (for example, matching the picture with the word) as well as booklets for recipes and recipes. Drug stores can distribute information on health care and health. Banks might prepare booklets on family budgeting and finances.

or CONFERENCE for local businesses so that you can coordinate your efforts. For example, decide on a certain day or week when each one will promote reading.

Travel and vacation (airlines, railroads, bus companies, gas stations,

contact with the public and deal with them during their leisure time, Active Right-To-Read Summer Program. Many of the suggestions listed above can be incorporated into your summer program, particularly the distribution of reading materials. These materials can take the form of books, pamphlets,

containing quizzes and word puzzles, games based on road signs, story about the section of the country being visited, and so on.

"With" Books: stories with questions (or reading comprehension workbooks). stories as they travel during the day or rest in the evening, then see questions.

sisting of cut-outs, pictures to color, alphabets, picture stories, and games, etc.

ted to spelling, crosswords, puzzles, etc.

lists of books on the history of the area being visited; or a booklet self.

or parents on how they can help improve their children's reading during vacation activities which will stimulate reading, such as trips to monuments.

The media (newspapers and magazines, television, radio, etc.)

You can develop a summer reading program by sponsoring or organizing many of the activities described above. However, since you are in continuous contact with the public, your great contribution to the Summer Right-To-Read Program is to promote the idea of a summer reading program. Some suggestions:

Make the public aware of our Nation's reading problem and the need for all to participate in overcoming it.

Suggest ways people can help in the reading campaign, particularly on the community level where they can become involved in actual projects.

Publicize summer reading programs and projects in the area you serve; give information to whom to contact in order to participate.

Announce special events which are fostered by community summer reading programs or which will stimulate an interest in reading. For example: competitions, an author speak his book, book fairs, conferences, etc.

Other particularly valuable activities for your summer reading program are to:

DEVOTE SPACE or TIME to: articles or programs on how parents can help their pre-school children in reading readiness and their older children in improving their reading ability. Here are some ideas:

Quizzes, word games, puzzles, story comprehension, and other reading improvement activities.

A "Junior Journalist's" or "Young Author's" page or program.

An educational page for youngsters or an educational broadcast (perhaps inspired by Sesame Street or The Electric Company).

Special comics on puppet shows and cartoons for youngsters.

The work of competition winners in local summer reading programs.

Interviews with key people involved in the Right-To-Read Summer Program on the national and community levels or with others who will stimulate an interest in reading: well-known authors, for example, and personalities who will describe how reading has helped them in their lives.

A special children's Summer Reading page or program devoted to reading-related activities in which youngsters can participate during the summer.

- # Sponsor READING CLUBS or clubs which involve children and/or adults in reading activities such as:

The (Young) Reader's Club

The (Young) Reporter's Club or Announcer's Club

The (Young) Poet's Club

The (Young) Drama Club

The (Young) Debating or Speech-Making Club

Solicit membership by having participants write and submit stories, poems, speeches, book reviews and the like. Print or broadcast some of these to stimulate others to join the club in question. Each week during the summer, print or broadcast the best submitted and give special certificates, awards, and prizes to the writers. Then, at the end of the summer, sponsor a special awards ceremony.

- # Sponsor special EVENTS such as "Teacher (or Volunteer) of the Summer" for those who have made a special contribution to the community summer reading program or "Student of the Summer" for those who have made remarkable reading improvement.
- # Organize children's tours of your facilities, emphasizing the importance of reading and communication skills in all areas connected with publishing and broadcasting. Give out free books and literature.

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EVENTS such as "Teacher (or Volunteer) of the Summer" for those who have made a contribution to the community summer reading program or "Student of the Summer" for those who have made remarkable reading improvement.

Give tours of your facilities, emphasizing the importance of reading and the role of libraries in all areas connected with publishing and broadcasting. Give out literature.

COMMUNITY GROUPS AND ORGANIZATIONS

COMMUNITY GROUPS AND ORGANIZATIONS

- # Organize a COMMUNITY SUMMER READING COMMITTEE to coordinate the summer reading activities of local groups and organizations, to publicize these activities, and to involve the community.
- # Organize or provide volunteers to tutor or assist in reading courses and programs.
- # Help organize reading skills.
- # Organize programs creating an interest in reading and improving reading skills, such as READING CLUBS (See below): block or neighborhood "I Read - You Read" Clubs; Sesame or Electric Company clubs for youngsters to enable them to view and follow these educational TV programs; or story clubs for children meeting in front/back yards, homes, store fronts, parks, or other appropriate places.

Activities for reading clubs include the following: reading stories and poems to the group; having members of the group read stories to the others; discussing stories; retelling or writing and reading their own stories; reading and acting a play; changing a story into a play and acting in it; reading about a topic of special interest to the group (this could include such topics as trips to a library or museum); holding special reading sessions - just for the fun of it.

Other club activities which would enhance reading skills include: word games, quizzes, and spelling bees which could be planned either on an individual basis or as group competitions, arts and crafts sessions, out of which might come puppets for a show; posters, book marks, and book covers; sewing classes, including reading instructions on how to make one's own clothes and costumes for a play; instruction in cooking, which would call for reading recipes to create nutritional, attractive dishes; and do-it-yourself get-togethers, with reading instructions on how to assemble kits, and mend things, and so on.

- # GET BOOKS INTO THE HANDS OF PEOPLE. Sponsor a drive to collect books - from merchants, neighbors, friends, and others.
- # Organize BOOK FAIRS to exchange or give away books, or sell them at a discount. In more prosperous areas, buyers can donate a book for each one they buy.

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- # Set up BOOK CENTERS where people spend time waiting. Set them up in such places as laundromats; waiting rooms in hospitals, clinics, and government agencies; meeting in apartment buildings and stores. Man the centers during peak hours and see to it they are kept replenished, tidy, and attractive.
- # Organize a drive to see that each child and/or family has a library card; take group regularly to the library; help them choose books and see that they return them.
- # Take books to shut-ins - the elderly, handicapped, or ill and to people in hospital nursing homes, and penal institutions.
- # Other activities which might be initiated by volunteers for the summer reading program include:
 - "Adopting" a child or neighborhood group needing reading help.
 - Staffing reading resource centers, counseling and testing centers, libraries,
 - Developing materials that can be used in reading courses and clubs; making posters and bulletin boards to advertise the summer reading program
 - Distributing pamphlets advertising the summer reading program in the area
 - Offering to type, duplicate materials, and do other necessary clerical work
 - Visiting hospitals, nursing homes, day-care centers, and homes of shut-ins to deliver newspapers, magazines, and books.
- # RAISE FUNDS. Hold book fairs, organize carnivals, bazaars, and "bring and buy" sales
 - Put on a play or special program and charge admission.
 - Give coffee or tupperware-type parties; cookie sales, etc.
 - Solicit contributions and help from individuals and businesses. Ask them to contribute prizes or scholarships, sponsor and provide operational funds for an event or furnish refreshment.

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Stage a play or special program and charge admission.

Host coffee or tupperware-type parties; cookie sales, etc.

Solicit contributions and help from individuals and businesses. Ask them to contribute prizes or scholarships, sponsor and provide operational funds for an event and refreshment.

-- Find out about local, State, and Federal funds for reading programs, as well as funds of private foundations.

SUGGESTIONS FOR SPECIFIC GROUPS:

Parent Groups

- # See that the Summer Reading Programs begins in the home! Get your child and their family interested in reading and enthusiastic about participating in or helping with the Summer Reading Program.
- # Set an example. Make a special effort and find time to read yourselves.
- # Establish a regular time, perhaps on the weekend, for a family reading session, Read stories aloud to each other or individually in silence.
- # Discuss books, newspapers, magazines, and other publications you have read. Do so at the dinner table, on automobile trips, and at other times when the family is together.
- # Make a visit to the library a regular family outing.
- # Have as many books available in your home as possible. Save up for and gradually build your own family library.
- # Read books on children's literature and how to help your child improve his or her reading.
- # Talk to your child's teacher. Ask how you can reinforce the classroom reading program and find out if your child has a reading problem and how you can help overcome it.

Youth-serving Organizations

- # Establish reading as an important and intrinsic part of your Summer Reading Program necessarily by providing classes in reading skills but by including reading-related activities throughout your course offerings and by offering special "fun" programs as:

-- Poetry readings in which participants share their favorite poems

Find out about local, State, and Federal funds for reading programs, as well as about funds of private foundations.

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reading as an important and intrinsic part of your Summer Reading Program - not only by providing classes in reading skills but by including reading-related throughout your course offerings and by offering special "fun" programs such

ery readings in which participants share their favorite poems

- Drama and creative writing clubs.
- Competitions to see who can read (and report on) the most books
- Celebrations of special days. For example, on the Fourth of July you might play or do other projects on the theme of American Independence.
- Special parties to put on skits based on books that have been read. Or you play charades with the name of a book, poem, or play acted out by one group be guessed by another group.
- # Set up a READING ROOM or CENTER, a quiet place with plenty of interesting books and zines. Have the students set it up themselves, obtaining books, carpet, comfortable cushions or chairs, and so on. The students would be responsible for replenishing room or center with new books and for keeping it tidy and attractive. In doing so will appreciate and use it more for it will be truly their own.
- # Provide TRAINING SESSIONS for students to become tutors or contribute to the other Reading Programs in the community.

Churches

- # Stress the importance and usefulness of reading about all facets of life as well as better understand your own faith.
- # Make BOOK EXCHANGES a part of your regular summer Sunday school program.
- # Encourage youngsters to read books during the week that are related to topics pursued in the Sunday class.
- # Set up a READING ROOM or CENTER:
 - Have one for the children which contains--in addition to books, word games, puzzles--materials they can use to create posters and other art work related reading.

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celebrations of special days. For example, on the Fourth of July you might stage a play or do other projects on the theme of American Independence.

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READING ROOM or CENTER, a quiet place with plenty of interesting books and magazines. Have the students set it up themselves, obtaining books, carpet, comfortable chairs, and so on. The students would be responsible for replenishing the center with new books and for keeping it tidy and attractive. In doing so they will appreciate and use it more for it will be truly their own.

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one for the children which contains--in addition to books, word games, and other materials they can use to create posters and other art work related to reading.

- Have one for the adults and encourage them to use it during the week. Besides religiously oriented books, have books on such subjects as gardening, cooking, and do-it-yourself projects.
- # Hold a SYMPOSIUM for teachers who are church members to talk about ways their fellow members can improve their reading and help their children learn to read and become interested in books. These teachers may also train tutors to help in summer reading programs.
- # Organize READING CLUBS, or organize clubs which involve children and/or adults in reading activities. For example, a reporter's club, a drama club, a debating or speech-making club.
- # Organize or sponsor special events, programs, and projects as described in other part of this booklet.

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EDUCATIONAL INSTITUTIONS

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- # PUBLICIZE THE IMPORTANCE OF READING and let the community know how your Summer Program help to solve their reading problems. Get the community involved and excited about the program.
- # COORDINATE YOUR EFFORTS with other educational institutions, agencies, and organizations in your area by organizing a community task force so that you reinforce rather than duplicate each other's programs.
- # Organize CONFERENCES, MEETINGS, AND SEMINARS. Arrange meetings of a special task force to develop and plan for the implementation of the Summer Program; continue the meetings throughout the summer to implement, modify, and evaluate the program. Organize regular meetings for the personnel involved to exchange ideas and experiences and to suggest improvements. Have day conferences or seminars to explore and discuss specific aspects of reading. Invite well-known personalities to speak - authors, reading specialists, and others. Have seminars to exchange information and ideas, and discuss new reading materials, methods, and trends. Have rap sessions for members of the community to express their ideas on the reading needs of the community and programs they would like to have. Set up seminars for volunteers and leaders of business and industry to explain how they can help in the Summer Program.
- # Set up a READING RESOURCE CENTER to serve the widest variety of people possible - teachers, tutors, and volunteers; students of all ages; parents. Make it easily accessible, attractive, and inviting. Provide books, booklists, and materials on:
 - The reading process: for teachers, tutors, and volunteers to improve their teaching skills; and for parents to help their children
 - Self-improvement: pre-reading to adult level, including English as a second language
 - Local and national reading programs, seminars, and conferences.
 - Ways to help the Right-To-Read Program

TUTIONS

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to help the Right-To-Read Program

- # Set up a COUNSELING, TESTING, AND TUTORIAL CENTER either in conjunction with the Resource Center or separately, to evaluate individual reading needs, advise on a suitable program, and direct the individual to teachers or tutors.
- # Offer the widest variety of READING COURSES possible, taking into consideration the qualifications of your staff, other courses available in the area, and needs of the community. For example, courses in:
 - pre-reading for preschoolers
 - fundamentals of reading - for all ages
 - remedial reading - for those with difficulties
 - developmental - to improve reading speed and comprehension
 - enrichment - to increase enjoyment and appreciation of books
 - teacher training - for teachers, tutors, and volunteers on how to teach reading
 - mother and child course ("We read together") - the mother works with her child reading specialists
 - parent counseling - to help parents improve their child's reading and interest in books
- # Sponsor SPECIAL EVENTS which will stimulate interest in reading, put books into the hands of people, or raise funds for reading projects. For example, you can sponsor:
 - A KICK-OFF MEETING to announce the Summer Reading Program to attract potential students and volunteers, increase the interest of the community and media, and motivate staff. Invite to the meeting people like writers of children's stories or poems, a well-known personality, local public officials.
 - BOOK FAIRS to exchange or give away books, or sell them at a discount.

SELING, TESTING, AND TUTORIAL CENTER either in conjunction with the Reading Center or separately, to evaluate individual reading needs, advise on a suitable and direct the individual to teachers or tutors.

Best variety of READING COURSES possible, taking into consideration the size of your staff, other courses available in the area, and needs of the community. Example, courses in:

Reading for preschoolers.

Basics of reading - for all ages

Remedial reading - for those with difficulties

Speed training - to improve reading speed and comprehension

Interest - to increase enjoyment and appreciation of books

Teacher training - for teachers, tutors, and volunteers on how to teach reading

Parent and child course ("We read together") - the mother works with her child under the guidance of specialists

Counseling - to help parents improve their child's reading and interest in

READING EVENTS which will stimulate interest in reading, put books into the hands of children, and raise funds for reading projects. For example, you can sponsor:

ANNUAL MEETING to announce the Summer Reading Program to attract potential students and volunteers, increase the interest of the community and media, and inform staff. Invite to the meeting people like writers of children's stories, a well-known personality, local public officials.

BOOK EXCHANGE to exchange or give away books, or sell them at a discount.

-- **READING FAIRS OR FESTIVALS.** Set aside a day devoted to special reading-related activities. Provide materials and opportunities at "stimulation centers"; for instance, reading and poetry book centers, construction and art centers, audio visual centers, creative writing centers. Another idea is a week-long program centered around a topic of special interest. The topic might be a foreign country (e.g. Mexico), the environment. You'll think of others. The students would wind up producing a story, poem, play, puppet show, or art work such as collage, book cover, or poster.

-- A "COME AND SEE DAY" during which the students work would be displayed or the advantages of the ability to read demonstrated.

-- An **ACHIEVEMENT DAY** for presenting certificates and/or books (if funds are available) to students who complete courses, make outstanding progress, or make a special contribution to the Summer Reading Program. In addition, badges would be awarded to volunteer tutors for the number of hours they worked or any special contribution they have made.

Provide **MANPOWER.** Encourage members of your staff, even those who are not reading teachers, to participate in the Summer Program. They might enjoy the change of pace, gain new insights, and bring innovative ideas to the program. Think of ways your staff can contribute to the program apart from teaching and tutoring. For example, they might man the Resource and Counseling Centers to help people find suitable material. Or they might grade tests, develop materials, organize special events, help publicize the program as coordinators between the various community projects, or act as advisors to students. Sponsor a teacher exchange so that the unique skills of a faculty member are made available to a wider variety of people.

SOME SUGGESTIONS FOR:

Schools

- # Ask the superintendent and principal to proclaim this summer a "Right-To-Read Summer"
- # Have students contribute their ideas, work on a summer planning committee, collect and develop materials and projects for use during the summer program.

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OWER. Encourage members of your staff, even those who are not reading, to participate in the Summer Program. They might enjoy the change of pace, the excitement, and bring innovative ideas to the program. Think of ways your staff can contribute to the program apart from teaching and tutoring. For example, librarians can help people find suitable materials. Counselors can help people find suitable materials. The Resource and Counseling Centers to help people find suitable materials. They can grade tests, develop materials, organize special events, help publicize the program, coordinate between the various community projects, or act as advisors to teachers. They can sponsor a teacher exchange so that the unique skills of a faculty member can be shared with a wider variety of people.

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contribute their ideas, work on a summer planning committee, collect books, materials and projects for use during the summer program.

- # Have students decorate the corridors and classrooms so that the school takes on a different atmosphere for the Summer Program, one particularly conducive to reading and reading-related activities and more informal than the usual school setting.
- # Develop individualized reading programs based on a student's particular needs and/or interests and assign students to an advisor for the summer.
- # Have students work in groups on reading projects. They might write a play based on a book, make a scrap book of their own stories, or engage in similar activities.
- # Organize BOOK CLUBS to meet regularly to discuss books of common interest. Encourage clubs to meet and exchange information and ideas, and to suggest good books to read.
- # Include informal "fun" programs and approaches to reading development: spelling bees, for example, and quizzes, word games, and crossword puzzles.
- # Introduce a "Big Brothers/Sisters" program in which older students read to or tutor younger students.
- # Schedule a certain amount of time each day or week for silent "fun" reading. Designate story time when a teacher or student reads or tells a story to the class or group.
- # Have students work on reading projects and programs for the next semester. Ask them to prepare bulletins, posters, or other materials for use in classes; to find people who will donate books; to catalog new library books.

Colleges and Universities

- # Establish a student volunteer reading tutor corps.
- # Set up a program to train the tutors using faculty from your teacher-education program, volunteer faculty, or a specialist from outside.
- # Give credit to students who develop and teach in a Summer Reading Program. Make the project an outcome or part of a course, or have them submit the results of their efforts.

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Universities

Establish a student volunteer reading tutor corps.

Develop a program to train the tutors using faculty from your teacher-education program, other university faculty, or a specialist from outside.

Assign reading to students who develop and teach in a Summer Reading Program. Make their participation an outcome or part of a course, or have them submit the results of their efforts.

- # Establish a tutoring information center to meet the tutoring needs of migrant schools, summer schools, and recreational centers.
- # Include in reading and other courses a wide variety of ideas and suggestions to keep students reading throughout the summer.
- # Provide indepth reading courses and a course on children's literature for teachers and parents through your department of education, English, extension, or adult education.
- # Initiate a book-of-the-month club, to which both faculty and students can belong, to exchange informally their views and reactions to books of particular current interest.
- # Initiate other reading-related activities such as drama clubs, creative writing clubs, debating or discussion groups.

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LOCAL SERVICES AND AGENCIES

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- # PUBLICIZE YOUR ACTIVITIES. Let the community know what you are doing to help the Right to Read Summer Program.
- # DEVELOP POSTERS, BULLETIN BOARDS, AND DISPLAYS to put in your departments, waiting rooms, and other places where the public will see them. These can advertise your own reading activities, the Community Right-To-Read Summer Programs, or can promote the importance of reading generally.
- # Conduct POSTER COMPETITIONS among your own personnel, children in a nearby school, or people in the community.
- # Organize READING PROGRAMS and PROJECTS. Establish reading clubs. Devise ways to get books into the hands of people. Get volunteers to contribute their time and unique skills. Organize or sponsor special events, such as book fairs. Raise funds. (See all these above under "Community Groups and Organizations.")
- # Set up READING CENTERS where children and/or adults can come each day to read. Stock with donated books from a used book drive and provide books and magazines on a variety of subjects you think will interest your community. Be sure to have foreign language books if you have in your area first generation immigrants, Spanish Americans or others whose first language is other than English. Encourage your staff to make themselves available in their free time or give them time off to help in the selection of books, tutor those with reading difficulties, read stories, or form a book club.
- # An alternative to the reading center is the establishment of a temporary summer branch of a public or school library. A vacant room could be used. If you do not have staff to man the branch, ask for volunteers from local community groups.

SUGGESTIONS FOR SPECIFIC SERVICES AND AGENCIES

Fire and Police Departments

- # Firemen and policemen may be particularly helpful as summer volunteers if they have free time during the day.

AGENCIES

YOUR ACTIVITIES. Let the community know what you are doing to help the Right-To-Read Program.

POSTERS, BULLETIN BOARDS, AND DISPLAYS to put in your departments, waiting rooms, or elsewhere where the public will see them. These can advertise your own reading activities, city Right-To-Read Summer Programs, or can promote the importance of reading.

INTER COMPETITIONS among your own personnel, children in a nearby school, or people in the community.

READING PROGRAMS AND PROJECTS. Establish reading clubs. Devise ways to get books into the hands of people. Get volunteers to contribute their time and unique skills. Organize for special events, such as book fairs. Raise funds. (See all these above under "Groups and Organizations.")

READING CENTERS where children and/or adults can come each day to read. Stock it with books from a used book drive and provide books and magazines on a variety of subjects. This link will interest your community. Be sure to have foreign language books if you have a large area first-generation immigrants, Spanish Americans or others whose first language is other than English. Encourage your staff to make themselves available in their spare time to give them time off to help in the selection of books, tutor those with reading difficulties, read stories, or form a book club.

One type of reading center is the establishment of a temporary summer branch of a school library. A vacant room could be used. If you do not have staff to man the center, ask for volunteers from local community groups.

ADDITIONAL SERVICES AND AGENCIES

Volunteers

Police officers may be particularly helpful as summer volunteers if they have free time.

- # Encourage your personnel to spend their waiting or free time reading. Form a special reading center or library for them. Set up book clubs for discussions and exchange of books.
 - # Set up your summer Reading Center where it is easily accessible. An outdoors location may be ideal for conducting your reading activities. It would make for a relaxed atmosphere away from the bustle of the department. Perhaps you can construct an inexpensive lean-to-type temporary shelter covered by a bright awning.
 - # Offer PRIZES, such as free rides in squad cars (if permissible) or a special tour of fire trucks, for your own or other reading competitions.
 - # Conduct GUIDED TOURS of your facilities, especially the communications center where reading and writing skills are stressed.
 - # Distribute FREE BOOKLETS especially prepared for children which describe the various services rendered to the community by your department.
- AGENCIES AND ORGANIZATIONS WITH PUBLIC WAITING ROOMS** (health and counseling centers, employment agencies, hospitals, etc.)
- # Have plenty of MAGAZINES and NEWSPAPERS. See that they are current and of special interest to your particular clientele, and replaced when torn or dirty.
 - # Set up a VOLUNTEER PROGRAM to replenish books and reading materials. Keep displays neat and attractive. Help in the selection of books. Perhaps a staff member can read stories to children while other staff are seeing their parents.
 - # Create SPECIAL KITS describing your organization, its work, and related subjects. For example, health-oriented organizations might include information in kits on health care and personal hygiene; counseling centers might include materials on budgeting and other family matters.

Public Housing Agencies

- * You have a wonderful opportunity to have an effective Summer Right-To-Read Program because you have all the necessary "ingredients" at your locations--potential students, volun-

your personnel to spend their waiting or free time reading. Form a special center or library for them. Set up book clubs for discussions and exchange

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SPECIAL KITS describing your organization, its work, and related subjects. For health-oriented organizations might include information in kits on health care and hygiene; counseling centers might include materials on budgeting and other subjects.

Facilities

A wonderful opportunity to have an effective Summer Right-To-Read Program because of the necessary "ingredients" at your locations--potential students, volunteers,

es. Your task would be to motivate potential participants so that your summer be a success.

Get residents involved in the summer program. Organize parent and youth councils them in the planning.

UR SUMMER PROGRAM. Develop a pamphlet describing the activities and make sure each yes one. Add a tear-off slip on which they can indicate their interest in the various in other activities they would like to see offered, and in the kinds of volunteer uld like to do.

al KICK-OFF MEETING a few days before launching the summer program. Offer refreshments, have books on display, erect booths showing the kinds of activities you will have, SIGN-UP SHEETS ready for participants to fill in.

activities around a READING CENTER because this will help focus attention on your ate, it where it is accessible to as many residents as possible, yet make sure the conducive to the activities you plan to have; for example, a quiet place for ng or story telling or an area for doing art work.

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of the entertaining things you will be doing this summer.

- # Work with local volunteers to organize a drive to make sure that all the children and families in the area have a library card. Have them bring groups regularly to the library. Ask them to give help in checking out suitable books, and to assist in getting books.
- # Offer the widest number of READING COURSES and PROGRAMS possible:
 - Offer READING SKILLS COURSES if you have trained volunteers available.
 - Provide special courses designed to motivate a child to read and to develop book appreciation.
 - Set up READING and BOOK CLUBS and any other informal gatherings for story telling, exchange of books, and related activities.
- # Sponsor SPECIAL EVENTS such as a "Young Author's Conference," outside speakers, panel discussions, competitions, attendance at a movie with a discussion afterwards, display of participants' work, field trips.
- # Develop SPECIAL MATERIALS for the summer program. These could include the following: a list of popular books for summer reading, categorized under reading levels and interests (e.g., adventure, etc.); reading materials and stories especially written for the courses you are offering, based on the particular needs and interests of your participants; guidelines for volunteers; a book for parents telling how they can help their children to improve reading and to become more interested in books.
- # Set up BOOK CORNERS. Make them comfortable places in which to quietly sit and read. Use bulletin boards to post your list of popular books and your special activities. Display book covers. Also display new and/or particularly interesting books in an inviting way and place them on easy-to-reach shelves. Have some books which children can keep.
- # Have a special LIBRARY PROJECT. Choose a topic or theme of special interest to your participants, such as a foreign country (e.g. Mexico), the role of the black in American history, the environment, and coordinate all library activities around this topic. Ask students to create something to show as an outcome of this involvement; for example, a play, a skit, art work.

- # Give CERTIFICATES, PINS, or PRIZES (make it a book if possible) to people who regularly check out books, read a certain number of books, complete a course, show outstanding progress, or make a special contribution to the summer program.
- # Encourage children to bring their parents to check out books for summer leisure reading and to take along on vacations and trips.
- # Finally, if your clients do not come to you, you can go to them:
 - Set up branch libraries manned by volunteers in local service departments, such as the police and fire departments, in schools, and in local community organizations. You could even have small library booths in markets, stores, banks, and other public places.
 - Have a summer mobile library and visit parks and recreation centers, neighborhood and shopping centers, and other places where people are likely to gather during the summer.

Museums

- # Museums can contribute greatly to the Summer Right-To-Read Program because they already have an active group of volunteers and offer many educational programs. Determine how your volunteers can be used and your programs adapted to stimulate reading, to incorporate as many reading activities as possible, and to find out how you can reach the greatest number of people in the community. Some ways you can do this:
- # Publish and distribute special free booklets and materials about your exhibits and collections, and the special activities you will offer in the summer.
- # Develop a list of books suitable for those in your community to read and related to your exhibits and collections.
- # Have a special READING CENTER manned by your volunteers. It should be in a comfortable, quiet area, well-stocked with books, your own booklets and materials, and made attractive with colorful exhibits, posters, and bulletin boards.

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If clients do not come to you, you can go to them:

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Contribute greatly to the Summer Right-To-Read Program because they already have a group of volunteers and offer many educational programs. Determine how the program can be used and your programs adapted to stimulate reading, to incorporate special activities as possible, and to find out how you can reach the greatest number of people in the community. Some ways you can do this:

Contribute special free booklets and materials about your exhibits and the special activities you will offer in the summer.

Place books suitable for those in your community to read and related to your exhibits.

READING CENTER manned by your volunteers. It should be in a comfortable, well-stocked with books, your own booklets and materials, and made attractive with exhibits, posters, and bulletin boards.

- # Provide a special TRAINING PROGRAM for your teachers so that they can help par reading-related activities and tutor those in need of reading help.
- # Organize SPECIAL DAYS and EVENTS. Choose a topic related to one of your colle have your participants create a project such as a scrapbook, slide show, or la Organize field trips and a young museum-goers conference. Call in outside spea
- # TAKE THE MUSEUM TO THE COMMUNITY. Develop a slide show of your exhibits togeth "touch-its" and take it to schools, recreation centers, community organizations appropriate places. Distribute your own educational materials and pamphlets.

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SEUM TO THE COMMUNITY. Develop a slide show of your exhibits together with some and take it to schools, recreation centers, community organizations, and other places. Distribute your own educational materials and pamphlets.

NATIONAL ORGANIZATIONS AND ASSOCIATIONS

NATIONAL ORGANIZATIONS AND ASSOCIATIONS

NATIONAL ORGANIZATIONS AND ASSOCIATIONS (professional, civic, unions, etc.)

As a national organization or association, you can have a very effective Summer Right-To-Read program because you have at your disposal not only an organizational structure with staff, a public relations department, and office and other facilities, but also an extensive source of manpower situated in all parts of the country. How can you best use these resources so that you can play a meaningful role in helping to overcome our national reading problem?

- # One of your most valuable contributions would be to publicize your concern about the illiteracy problem and your commitment to help overcome it.
- # A campaign to make your members and the public aware of the problem can be launched several ways:
 - Have all correspondence going out from your central, State, and local offices contain a statement or symbol on its masthead with the message "Everyone Has the Right to Read." Include in each issue of your newsletter a brief fact about the reading problem. One such fact is that there are 26 million citizens of the United States who cannot read well.
 - Include in local symposiums and conferences a discussion of the national reading problem, how it affects your profession, line of business or trade, and how your organization and its members can help overcome it.
 - Organize a symposium or conference for the leaders of other organizations and associations to see what they are doing about the problem and to discuss how you can coöperatively to organize an effective summer program.
- # Observe a RIGHT-TO-READ DAY or WEEK throughout your organization to call attention to the Right-To-Read Effort.
- # Assign one person on your national staff to work, full time or part time, organizing and coordinating your Summer Reading Program.
- # Provide FUNDS and/or SCHOLARSHIPS to underwrite Right-To-Read projects sponsored either by your own organization or by other organizations, groups, or agencies. This money may come from the general funds derived from member contributions or from a special fund-raising campaign.

ONS AND ASSOCIATIONS (professional, civic, unions, etc.)

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Get your members involved in your Summer Reading Program.

- Send a letter to members informing them of the organization's Summer Reading and invite them to participate.
- Develop a pamphlet explaining the ways in which they can become involved in the Summer Reading Program.
- Describe specific projects and programs they could endorse, encourage, participate in, or even initiate in their communities. (See the other sections of this brochure for ideas.)

Help to improve the reading ability of your members. The need, if any, for a summer program for your members will naturally depend on their reading level and interests, and your organization's funds, resources, and facilities. You can help to improve the reading ability of your members by:

- Distributing booklets and materials on the national level and setting up bulletin boards in your local offices describing the following: ways to improve reading; places to go for tutoring or other help; where to seek funds for further education; announcing your own summer program if you have one.
- Providing scholarship money for members to enroll in special courses, programs, schools, and other educational activities.
- Organizing your own summer reading projects at the local level. (See other sections of this brochure.) For example:
 - Setting up book or reading centers in your local offices where members can come to read and borrow, buy, or exchange books.
 - Organizing special programs: outside speakers, panel discussions, poetry readings, plays, movie evenings, etc.
 - Organizing special events such as book exhibits or fairs, trips, competitions.
 - Setting up clubs for reading or reading-related activities such as a book-of-the-month club to discuss certain books, a drama club, a creative writing club.

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Organizing special programs: outside speakers, panel discussions, poetry readings, plays, movie evenings, etc.

Organizing special events such as book exhibits or fairs, trips, competitions.

Setting up clubs for reading or reading-related activities such as a book-of-the-week club to discuss certain books, a drama club, a creative writing club.

- Offering reading and literary courses designed especially to fit the needs of members in each community.
- Providing training programs for members to teach these courses or help fellow members on an individual basis.
- Again, depending on the needs and resources of your organization, the reading and literacy courses can also be offered on a national basis by setting up a national reading academy, as described in the "Business and Industry" section. If you do not have a facility for an academy, you can lease a school which is closed during the summer, or other facilities, or you can contract with an educational institution to implement your program.

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RECREATIONAL ORGANIZATIONS AND ASSOCIATIONS

TIONAL ORGANIZATIONS AND ASSOCIATIONS

RECREATIONAL ORGANIZATIONS AND ASSOCIATIONS (national parks, camps, recreation centers)

- # **PLAN AHEAD:** Have preseason meetings of your guides, leaders, and teachers to gather their ideas as to how they can best use their skills, your facilities, and local resources to further the reading ability of your participants.
- # Have a drive to obtain donations of used books.
- # Get volunteers from your group participants, the local community, and/or educational institutions.
- # Develop special materials, projects, and programs to implement your ideas.
- # Establish a **READING CENTER** or **LIBRARY**. Have books for all reading levels and interests, particularly books on recreational pursuits, the outdoors, camping, etc., but also plenty of "fun" reading.
 - Have books to borrow, buy, exchange, and give away.
 - Have magazines and newspapers for a wide variety of interests.
 - Have games and puzzles. For youngsters, have those that further language development and pre-reading skills; for older children and adults, have those based on reading improvement and reading-related activities (e.g., crossword puzzles and anagrams).
 - Make the center a restful and comfortable place to read quietly.
 - Man it with volunteers to provide assistance and advice.
- # Set up a **BULLETIN BOARD** to provide information about your Summer Reading Program. Also use it to provide information about your facilities and procedures; for example, use it to describe special contests, programs, and events and to display projects of contest winners.

NS AND ASSOCIATIONS (national parks, camps, recreation centers)

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contests, programs, and events and to display projects of contest winners.

Give BOOKS as prizes and awards.

DEVELOP THESE SPECIAL MATERIALS, PROJECTS, PROGRAMS, AND EVENTS.*

Special Materials

PARKS

A "Family Summer in the Park Kit" - containing helpful hints on park/camp life; games for recognizing animals, plants, etc; and reading materials on the history of the park.

A "Young People's Park Kit" - a language development and pre-reading kit with games, puzzles, problems to solve; questions to answer; booklets on safety and other park-related topics.

Booklets by park conservationists and guides about their special interests or some aspect of the park in which they work.

CAMPS

A booklet containing lists of camping books, leisure time reading, and adventure stories about camp life--to be sent before visitors come to the camp.

A camping information book on nature study, identification of leaves and wild flowers, geology, Indian folklore, or history of the area, etc.

A camp-fire story book - stories to read or tell around the camp fire.

RECREATION CENTERS

Resource materials for involving the local community and the environment in the history, etc.

A booklet giving lists of topics to be studied or discussed upon during the summer.

Booklets on various recreational pursuits - sports, art, drama, creative writing.

*These are just some of the special materials, projects, programs, and events you can include in the Summer Right-To-Read Program. Some of the suggestions given under one organization may also be or adapted for another, as may many of the suggestions in other sections of this booklet.

BOOKS as prizes and awards.

DEVELOP THESE SPECIAL MATERIALS, PROJECTS, PROGRAMS, AND EVENTS.*

Materials

CAMPS

In the Park
helpful hints
games for
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"Park Kit" - a
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A camping information book on nature study, identification of leaves and wild flowers, geology, Indian folklore, or history of the area, etc.

Conservationists
their special
aspect of the
work:

A camp-fire story book - stories to read or tell around the camp fire.

RECREATION CENTERS

Resource materials for projects involving the local community, pollution and the environment, American history, etc.

A booklet giving lists of books on topics to be studied or touched upon during the summer

Booklets on various recreational pursuits - sports, arts and crafts, drama, creative writing.

Some of the special materials, projects, programs, and events you can include in your Ad Program. Some of the suggestions given under one organization may also be used together, as may many of the suggestions in other sections of this booklet.

PARKS

Bumper stickers with reading and park slogans

CAMPS

A "campers journal" - articles and stories written by previous campers

RECREATION CENTERS

Discovery/exploration kits for children including map reading; trees and flowers to identify, problems to solve by doing research in the vicinity of the camp

Special Projects

Have a competition for the best story about animals in the park, about an adventure in the park, or about a personality connected with the development of the park system.

s

Have a "treasure hunt." Competitors read instructions to follow trails to the treasure.

Have campers keep a diary about their adventures and discoveries. The best ones could be published in the camp newsletter or tacked on the bulletin board.

Have campers produce their own booklet about the camp, containing a map of its trails, information about its geology, special features, unique plants, trees,

Ask participants to do research on a sport or other topic of interest to them. Suggest they write a report or give a presentation on it.

Have a group project on the history of the center, researching its history, its buildings, stating what points are and what needs are improved, and interviewing known local personalities about their views on the community and what they remember of the days, and so on.

CAMPS

RECREATION CENTERS

reading

A "campers journal" - articles and stories written by previous campers

Discovery/exploration kits for children including map reading; trees and flowers to identify, problems to solve by doing research in the vicinity of the camp

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Ask participants to do research on a sport or other topic of special interest to them. Suggest they write a report or give a talk on it.

Have a group project on the community, researching its history and its buildings, stating what its good points are and what needs to be improved; and interviewing well-known local personalities for their views on the community - what they remember of the early days, and so on.

PARKS

Have a poster project. Youngsters produce posters and displays to remind the public to keep their parks tidy and clean or to emphasize the importance of conservation.

CAMPS

Have campers do a booklet or scrapbook on a special topic; for example, wild flowers (with specimens); birds and animals (with pictures and drawings); an interesting person who has some association with the camp; the area or its natural resources.

Give an award to the camper who reads the most books or writes the most stories. Also give an award for the best skit or the best campfire program.

RECREATION CENTERS

Incorporate reading activities in your course offerings and. For example, reading about the history of a game or about a person connected with a specific sport; reading recipes and writing menus in a cooking class; writing a story to illustrate in a

Introduce a "Big Brother/Sister" program in which older participants help the younger ones in reading activities.

Introduce a "project read" to see who can read the most books and best answer questions.

Celebrate special days, such as the Fourth of July with reading activities.

Give awards for excellence in reading progress during the summer program.

Special Programs and Events

Introduce rest-hour reading.

Organize special children's campfire suppers with stories read or told around the camp fire.

Specify an hour each day for "quiet-time read."

CAMPES

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Introduce a "project read" program to see who can read the most books and best answer questions about them.

Celebrate special days such as the Fourth of July with reading-related activities.

Give awards for excellence or special progress in reading during the summer program.

Specify an hour each day for a "quiet-time read."

PARKS

Organize special family evenings. Show films, have panels and discussions, organize competitions (e.g., word games and spelling bees).

Sponsor weekly "read-ins" and invite authors, poets, and entertainers to read selections from books, plays, etc.

Have some of your visitors or a local group put on a play or evening of entertainment.

Set up a day-care center manned with volunteers to read stories and to play language-development and pre-reading games with the children.

CAMPS

Camp-fire story telling. Campers either tell their own stories or ones they have read, or take turns reading stories to each other.

Have competitions such as spelling bees, word games, etc., either on an individual or team basis.

Have book discussions. Each camper brings a short story or book which he has read and exchanges it with a partner, or each reads a different book, or all in the group read the same book, then discuss it.

Have "share-your-day" time. Campers recount to each other their discoveries and/or adventures of the day.

Have campers put on a special program, a poetry evening, for example, or a puppet show for the children. Or they can stage a skit based on a book. The audience tries to guess the name of the book.

RECREATION CENTERS

Introduce lunch-time book discussions. Each week the group reads a story, poem, or book, and discusses it. Or each person in the group reads different books or articles on the same topic, and then reports on the topic.

Invite outside speakers to read or discuss books on recreational reading and to explain how reading can be improved. They can describe jobs and careers and the skills needed for them.

Organize field trips to museums, libraries, etc., and provide resource materials for projects to stimulate new interests.

Organize special days for particular topics. A few examples are: Have your group read about its customs, etc., and then make posters or dioramas to compare a characteristic of the group with that of the country.

Introduce a reading program in developing reading and appreciation. Introduce reading-related activities in your other course offerings so that reading permeates the entire recreational program.

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Introduce lunch-time book discussions. Each week the group reads a story, poem, or book, then discusses it. Or each person in the group reads different books or stories on the same topic, and then discusses the topic.

Invite outside speakers to stimulate reading on recreational activities and to explain how reading can be improved. They can describe possible jobs and careers and the skills needed for them.

Organize field trips to museums, theaters, libraries, etc., to gather resource materials for projects and stimulate new interests for reading.

Organize special days focusing on a particular topic. A foreign land is one example. Have your children read about its customs, foods, dress, etc., and then make posters or prepare a characteristic meal.

Introduce a reading program offering courses in developing reading skills and appreciation. Introduce as many reading-related activities as possible in your other course offerings and events so that reading permeates your entire recreational program.